Hands On®
The Newsletter of the American Massage Therapy Association
November/December 2002

COMTA Becomes Member Of National Accreditors Association

The Commission on Massage Therapy Accreditation (COMTA) applied for, and was accepted in September, as a member of the Association of Specialized and Professional Accreditors (ASPA).

ASPA's member accrediting agencies are from a wide range of professions and specialty areas—chiropractic, acupuncture, physical therapy, occupational therapy, pharmacy. The focus of the group includes networking and advocacy for the issues faced by professional accreditors. The organization requires that the leadership of the accrediting agency or its commissioners endorse their code of good practice, and continue to remain in compliance.

As part of the application process, COMTA was required to identify how it currently met those requirements, as well as to identify its scope of accreditation practice.

"Membership in ASPA provides COMTA and the massage therapy profession with a network of individuals who are committed to the quality of professional education for future practitioners," says Carole Ostendorf, Ph.D., executive director of COMTA.

WATCH FOR:

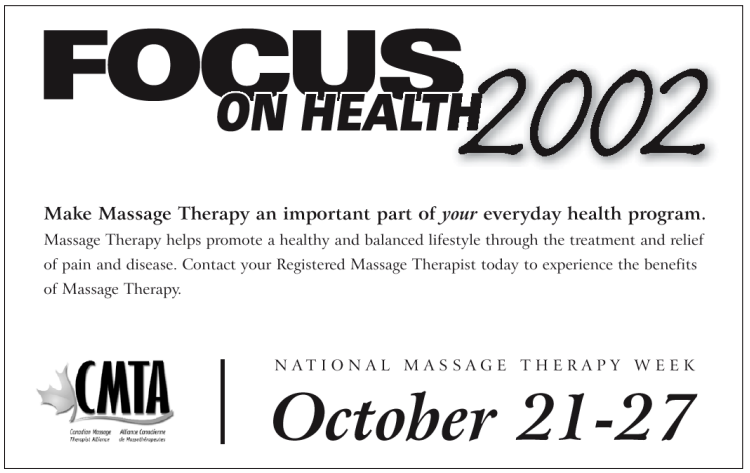
National Convention Coverage in the NEXT ISSUE of *Hands On*!

EXPLORING NEW HEIGHTS

Canadian Massage Group Connects With AMTA's NMTAW

Created by the AMTA Board of Directors in 1990, variations of AMTA's National Massage Therapy Awareness Week™ (NMTAW) are emerging in other countries. The Canadian Massage Therapist Alliance (CMTA), based in Oakville, Ontario, organized a themed week in October to coincide with AMTA's NMTAW week.

The dates for the CMTA week were October 21-27, with the theme "Focus on Health." For CMTA's massage awareness week, events were coordinated through each province, or were done individually. To help in the public relations efforts, members were offered pictures to download from the organization's Web site; a press release, which makes reference to AMTA's NMTAW; and an ad that could be given to local newspapers, which is shown above.



CMTA has been doing a type of massage awareness week for quite some time. "I would say that we've been having the awareness week for about 10 years," says Daniel Masson, CMTA NMTAW chair. "Last year we decided to go with the AMTA's week every year because it made more sense to join efforts with AMTA."

"It would be nice to see all groups on the North American continent promoting massage awareness the same week," continues Masson.

The Association des Massothérapeutes Professionnels du Québec (AMPQ), based in St-Léonard, Québec, had the same dates for its massage awareness week as CMTA, says Masson, with the theme, coincidently, "Bye Bye Stress." (AMTA's theme was "Massage Relieves Stress.") AMPQ worked independently to come up with its week and theme. While the Québec group did not work with AMTA, it's useful to mention since AMPQ is still working to promote massage to the public and consumers in Canada.

The first AMTA National Massage Therapy Awareness Week took place in 1997. It is designated each year for the last full week of October.

> "It would be nice to see all groups on the North American continent promoting massage awareness the same week."

This year, AMTA again worked with Home Depot stores for its Building Better Health program. Look for more efforts from AMTA's 2002 National Massage Therapy Awareness Week in future AMTA communication vehicles.

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November/December 2002

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Information contained in *Hands On* does not necessarily reflect the opinions or beliefs of AMTA and/or staff of *Hands On*. AMTA, founded in 1943, is the oldest and largest nonprofit, national, professional organization serving massage therapists in the United States, Canada and more than 30 other countries.

Membership in AMTA is open to all qualified individuals regardless of race, creed, national origin, gender, age, marital status, religion, sexual orientation or physical handicap.

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President's Letter

What Kind Of Member Are You?

As a member of AMTA, do you help to make AMTA a member-driven association? Did you take the time to vote in the last chapter or national election? If you didn't, will you feel it is OK to criticize the decisions made by the elected officers?

Did you take the time to fill out the last AMTA survey you received? If you didn't, how can the volunteers and staff know in which direction you would like our association and our profession to go?

The phrase "member-driven association" is used a lot within AMTA. It is what makes AMTA unique. If we are to be truly member-driven, then we as members need to make our thoughts and wishes known. We also have to realize that not every want or need we express will be fulfilled, either at all or in the way we think it should be.

We have 52 chapters, and 24 committees, commissions and councils where the elected and appointed leaders need your input to help make recommendations and decisions for our association.

I always appreciate hearing from members. It lets me know that you are paying attention! Granted, we may not always agree or see eye to eye, but I truly enjoy the conversation and knowledge I get when exchanging thoughts and ideas, and the shared information is always taken into consideration.

For your reflection, I offer you the following piece:

What Kind Of Member Are You?

Are you an active member, the kind that would be missed?
Or are you just content that your name is on the list?

Do you attend the meetings and mingle in the flock,
or do you usually stay at home and criticize and knock?

Do you take an active part, to help the work along,
or are you satisfied to be the kind who just belongs?

Do you ever work on committees, to see there is no trick,
or leave the work to just a few and gripe about the clique?

So, come to the meeting often and help with your hands and heart,
don't just be a member, but take an active part.

Think this over my friend ... you know right from wrong.
Are you an active member, or do you just belong?

– Author unknown

Brenda L. Griffith

Brenda L. Griffith
AMTA President

National Advisory Committee Invites AMTA To Join Efforts

After accepting a mid-September invitation, AMTA joins other complementary and alternative medicine fields to serve on the advisory committee of the Integrated Healthcare Policy Consortium (IHPC).

The mission of the IHPC is to serve as a voice for public policy, to enhance access to CAM services, and to lead the national healthcare policy to promote and improve community and public health.

"AMTA is pleased to be working with the IHPC and other CAM professions on the advisory committee," says AMTA Executive Director Elizabeth Lucas. "We look forward to representing the massage therapy profession."

The IHPC is a working group of the Collaboration for Healthcare Renewal Foundation.

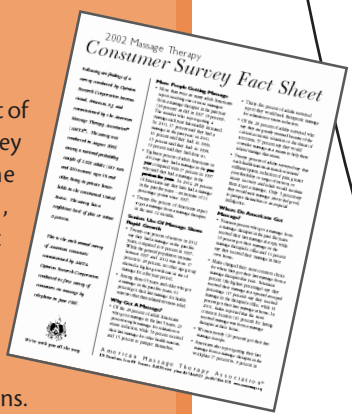
Note About COMTA

A lawsuit has been filed on behalf of the Galen Institute in Wethersfield, Connecticut, against the Commission on Massage Therapy Accreditation (COMTA). Galen Institute is currently in the accreditation process.

As a matter of course, COMTA does not comment or provide specific information on *any* accreditation process until it is completed. While the suit is proceeding, COMTA can't discuss specifics of the case.

COMTA, a nonprofit, independent body, seeks to improve the quality of education for students in the fields of massage therapy and bodywork through an accreditation process that reflects current and emerging professional practice standards.

Use Of Massage Growing With Seniors


2002 Massage Therapy Consumer Survey Fact Sheet

Twenty-one percent of seniors in 2002 say they had a massage in the past five years, compared to 8 percent in 1997. Among those seniors in the 2002 study, 41 percent received a massage mainly for health reasons.

For more survey results, see the complete *2002 Consumer Survey* fact sheet inserted in this issue of *Hands On.*

HIPAA Deadline Approaches Quickly

With about four months to go before the compliance deadline, are you ready to act in accordance with the Health Insurance Portability and Accountability Act of 1996 (HIPAA)?

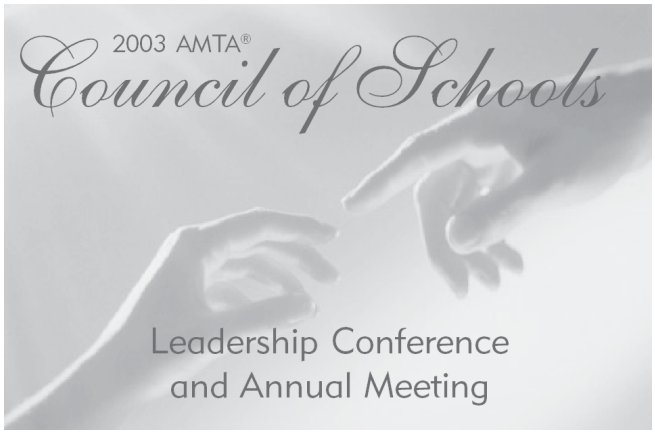
Congress enacted HIPAA, under the auspices of the U.S. Department of Health and Human Services, as a major step toward health-care reform, setting a first compliance date of February 26, 2003. (Insurance companies and providers may have different final compliance deadlines.)

HIPAA will affect massage therapists who seek insurance reimbursement as health-care providers, by requiring new codes, privacy rules and filing procedures, if they file electronically.

For basic information, consult the *Massage Therapy and HIPAA* fact sheet in the May/June 2001 issue of *Hands On.* If you need another copy, go to: www.amtamassage.org/members/hipaa.pdf. Note: *AMTA cannot advise anyone about HIPAA regulations.* More information, including the rules, can be found through the U.S. Department of Health and Human Services at: 877-696-6775 (toll-free call), or www.hhs.gov.

School Administrators Keep Up With Times At Council Of Schools Annual Meeting

To keep up with the growth of the massage profession and consumer demand for massage, massage school administrators attend the AMTA Council of Schools (COS) Leadership Conference and Annual Meeting as a means of acquiring new and useful information and tools to keep them in touch.



This year, high touch meets high tech during the 2003 AMTA COS Leadership Conference and Annual Meeting, which will be held January 21-25 in Clearwater Beach, Florida. Participants will explore "Utilizing Common Software to Run a Massage School," as well as technology created specifically for massage school administration.

The trend and standard of competency-based education continues and takes a more hands-on approach with the feature presentation, "Competencies: Jeopardy—Providing the Answers, Evoking the Questions." In "Who Needs Research Anyway?" participants will receive tools to design a research curriculum. "Teaching Strategies for the Four Learning Styles" will be identified in another course. The valued tradition of networking and discussion groups will be expanded in the sessions "Exploring Articulation Agreements," "Accreditation Pros & Cons" and "How to Run a Successful Student Clinic."

TAKE ACTION! Register by December 10 to receive the discounted early registration rate of $225, after which it is $255. After December 23, registration will only be accepted onsite. For questions and/or a brochure, call 847-864-0123, ext. 150. Information and an online registration form can also be found on AMTA's Web site at: www.amtamassage.org/education/LPhome.htm.

Legislative Report

Massage Therapy Presented At National Legislative Conferences

AMTA has a commitment to exhibit at select annual conferences for state and local law- and policymakers to advocate for the benefits of massage and the fair and equitable regulation of the profession.

This year, AMTA exhibited at the National Conference of State Legislatures (NCSL) Annual Meeting in Denver, Colorado (July 25-27), and at the American Legislative Exchange Council (ALEC) Annual Meeting in Orlando, Florida (August 7-9). These events are attended by state, local and federal legislators and other policymakers.

At each meeting, two to three national AMTA volunteer leaders and one AMTA staff person are present. This team is typically comprised of the AMTA Government Relations Committee (GRC) chair and/or members of the GRC Committee, and, when possible, a member of the AMTA Board of Directors.

Local members are contacted to provide seated massage in the AMTA exhibit booth. The professionalism and enthusiasm of the participating members has made the AMTA exhibit booth one of the most frequented at these events.

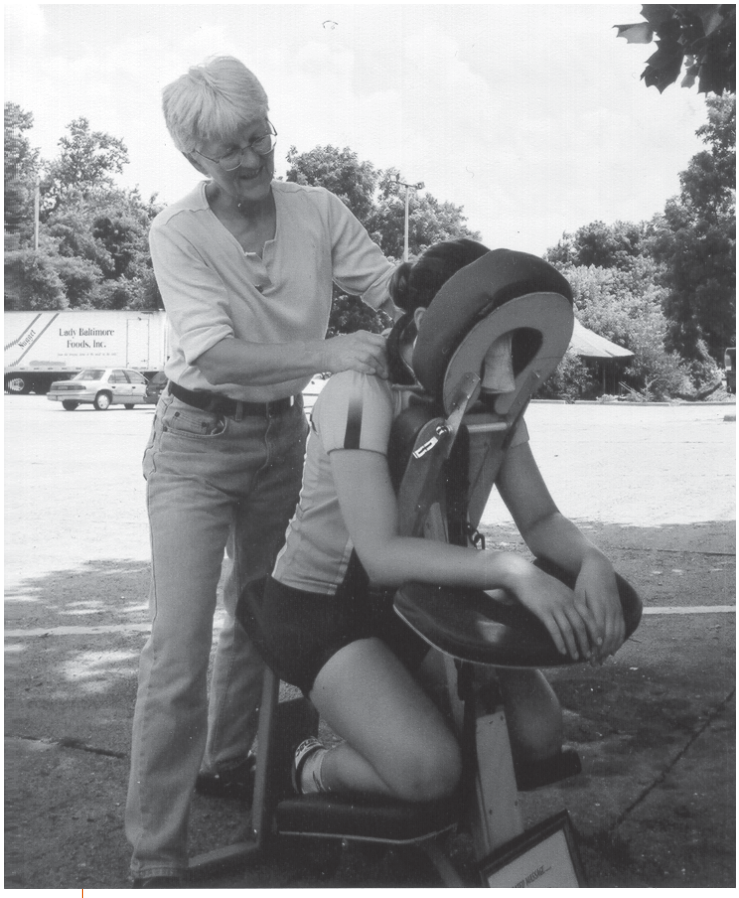
ALEC attendee Mike Miller of Ohio received a blood pressure screening at a Pfizer® Pharmaceuticals booth, which showed his blood pressure at 158 over 103. After a much-needed massage from Jo Ann Fekany (FL), AMTA-Florida Chapter secretary, Miller's blood pressure lowered to 140 over 88. He is now a firm believer in the value of massage.

Mike Miller's high blood pressure significantly dropped after a massage from Jo Ann Fekany.

fingerprints

Yale Bikers Provided Healing Touch

For the second year in a row, AMTA Professional member Frances Kiser Boness (MO) set up her portable massage chair, and worked on the sore back and shoulder muscles of some tired Yale University bicyclists. The students were riding on a bike route defined in 1976 to celebrate the bicentennial. Cyclists from all over the world ride this path every summer, which passes through Boness' small town of Hartville, Missouri, in the Ozark Mountains.



Frances Boness gives a massage to a Yale student who was biking to raise money for Habitat for Humanity.

The group of Yale students took a rest stop in Hartville on their trip west to California in an effort to raise money for Habitat for Humanity in Connecticut. Boness gave five- to 10-minute chair massages to some 22 students.

"I look forward to working with these energetic young people again next year," says Boness. "I benefit from getting news and viewpoints from the less remote parts of the country, and from spreading goodwill through massage."

Past Florida Chapter President Wins Chiropractic Award

Tom Oakley (FL), immediate past president of the AMTA-Florida Chapter, received the 2002 Licensed Massage Therapist of the Year award from the Florida Chiropractic Association (FCA) at its national conference in mid-August.

The award is given to a massage therapist who contributes to building professional relations between the chiropractic and massage communities. This is the sixth year a massage therapist has been recognized. "The improved teamwork in the field results in a higher quality of patient care," says Debbie Brown, FCA CEO.

Tom Oakley, front row and second from left, is flanked by fellow therapists and chiropractors.

In addition to being a past chapter president, Oakley maintains a busy massage practice in Miami, and is also the legislative chair of the AMTA-Florida Chapter.

Member Invited To Michigan Health Fairs

In a span of two weeks in late June, Cindy Dort (MI) was asked to provide massage at two health fairs in Gaylord, Michigan. The first, at the Cooper-Standard Safety Fair, introduced the staff to massage. "Many employees took advantage of a great benefit, and are interested in regular chair massage while on their lunch breaks," says Dort.

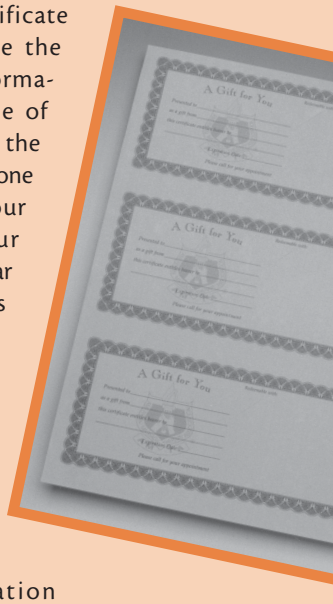
Cindy Dort gives a massage to a Cooper-Standard employee.

The second fair was held at Mercy Hospital, where participants could experience acupressure facials, reflexology, weight programs and massage.

quick tips!

Boost Your Business: Offer Clients Holiday Gift Certificates

You win in two ways when you sell a gift certificate. One, you get the money as soon as you sell the certificate; and two, often the recipient of the certificate is a new prospective client for you. Be sure to convey the image you want for your business, and make the certificate as attractive and informative as possible.



A gift certificate should include the following information: the name of your business; the address and phone number of your business; your business's regular working hours or "by appointment"; and expiration date, *if one is allowed by law where you practice.* (A caution about expiration dates: Some states and Canadian provinces prohibit the use of expiration dates on gift certificates.)

Keep a log of gift certificates. Record the recipient's name, address, phone number, and whether the certificate was for a special occasion, such as a birthday or holiday. You can use this information to make follow-up calls if the certificate is not redeemed within 60 days and to send future sales promotions. Remember, gift certificates give you potential new clients. Be sure to reach out to the recipient and get them to come. You have a repeat client in the making!

(See section in the Consumer Survey insert in this issue regarding how gift certificates motivate people to try massage.)

Adapted from The Business of Massage *text.*
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New Adventures At www.amtamassage.org®

The Members' Only section of the Web site has a fresh new look, which was unveiled at AMTA's 2002 National Convention in Portland, Oregon, in early October.

AMTA members can now enter their own personalized portal. New navigation links make it easy for members to find forms and marketing tools appropriate to their respective member classification. Professional members can even look up their CEU records.

The biggest change for members is the entry into the Members' section. Instead of using "friction" and "biceps," members log on from AMTA's home page with their last name and AMTA personal member ID. If you don't remember your ID number, check your membership card, check the labels on issues of *Massage Therapy Journal*® and *Hands On*®, or look at a copy of your most recent renewal notice.

Online renewal of membership will become even easier with changes in the Web site. Sixty days prior to your renewal date, a message will automatically appear as you enter the AMTA Web site, telling you it is time to renew. It will provide a direct link to the proper renewal form, which can be printed out and either faxed or mailed. Members also can renew online with a credit card.

New Adventures In Learning

Distance learning is now available on AMTA's Web site. Introduced at the Portland Convention, this new online learning program will allow members and nonmembers to take courses developed under the auspices of the AMTA Education Committee.

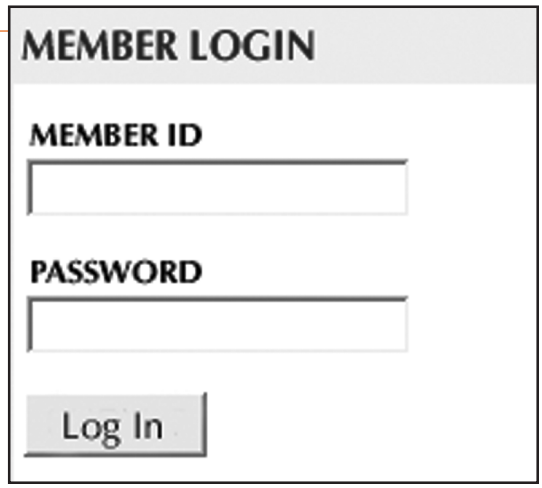
Currently, two programs are available online: Traditional Kinesiology and Hospice Palliative Massage. These programs are a part of AMTA's continuing education program and qualify for CEU credit. Other topics will be added throughout the year.

To take an online course, apply online, pay with a credit card over AMTA's secure server, and read a major article on the subject. Articles can be downloaded and printed for reference. Once you've read the article, take the online quiz, which is self-scoring. After submission, an immediate pass or fail grade is calculated.

If you pass, a certificate appears on the screen that can be printed. If you don't pass the quiz, it can be taken again for a lesser fee. Courses will earn you from one to three CEUs.

Go to www.amtamassage.org to look at the new distance learning by following a link from the AMTA home page.

The box at right will appear on AMTA's home page for members to log on to the new Members' Only section.



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Circulation Report

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Total Paid Circulation	46,369	45,967
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Free Distribution *not by mail*	75	75
Total Free Distribution	75	75
Total Distribution	46,444	46,042
Copies Not Distributed	2,431	2,833
TOTAL	48,875	48,875
Percent Paid Circulation	99.8%	99.8%

I certify that the statements made above are correct and complete.

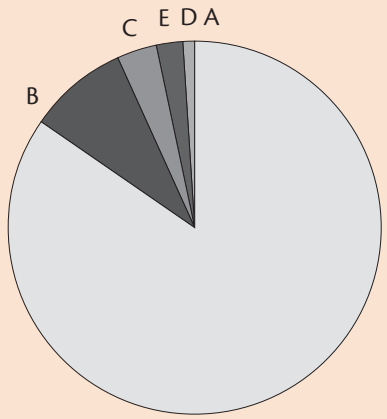
Michael Schwanz, AMTA Publications Editor

Annual Report 2001-02

Excerpted information from AMTA's audited financial statements for the period March 1, 2001 to February 28, 2002.

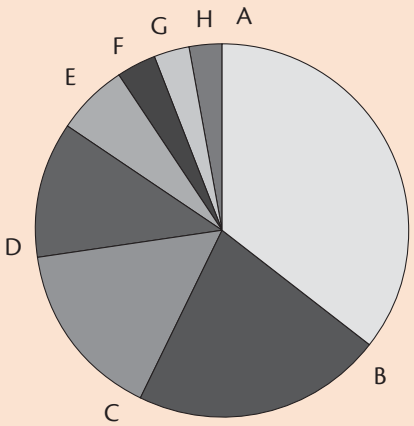
Revenue

A. Membership Dues	$8,533,062
B. Sales of Literature & Others	$869,226
C. Meetings and Education	$349,163
D. Investment Income	$103,014
E. Miscellaneous	$230,812
TOTAL	**$10,085,277**



Expenses

A. Membership	$3,442,179
B. Admin. & Governance	$2,091,001
C. Communications	$1,490,068
D. Chapter Assistance	$1,134,369
E. Meetings & Education	$599,241
F. Grants	$329,809
G. Marketing	$295,466
H. Chapter Relations	$274,161
TOTAL	**$9,656,294**



AMA Requests AMTA To Participate In Alternative Therapy Workgroup

AMTA was recently invited by the American Medical Association (AMA) to participate in a CPT Editorial Panel Alternative Therapy Services Workgroup. The workgroup is charged with updating the CPT® code that meets the needs of those who electronically send and receive health-care information. AMTA will work with physicians and nonphysician health-care professionals on the panel.

"AMTA was pleased to participate in the Alternative Therapy Services Workgroup convened by the American Medical Association," says AMTA President Brenda L. Griffith. "We appreciate the AMA's recognition of the need to update CPT codes to include alternative therapies, and their support in facilitating the process."

foundation bulletin

The AMTA Foundation is pleased to announce the following grants for the year 2002.

Scholarship

- Cori Fratelli, Boulder College of Massage Therapy ($1,500)
- Andrea Healy, Sarasota School of Massage Therapy ($1,500)
- Rebecca Mathern-Jacobson, Lake Superior College ($1,500)
- Anne Renarde, Downeast School of Massage ($1,500)
- Aaron Dillon, Rend Lake College ($500)
- Linda Goethe, Pennsylvania School of Muscle Therapy ($500)
- Nadine Hoover, Onondaga School of Therapeutic Massage ($500)
- Lisa Jones, Star Institute ($500)

Community Service

- Teresa Descilo, "Victim Healing Program" (Victim Services Center, Miami, Florida): $4,400
- Carolyn Forno, "V.I. Healing Hands" (Virgin Islands Community AIDS Resource and Education): $4,350
- Karin Westdyk, "SOS Wellness Project" (Strengthen Our Sisters): $4,230
- Linda Eisele, "A Healing Touch" (Children Unlimited, Columbia, South Carolina): $2,380

Research

- Albert Moraska, Ph.D., "Massage Therapy Management of Chronic and Upper Extremity Pain Syndromes" (Boulder College of Massage Therapy): $20,000
- Pornratshanee Weerapong, "The Effects of Massage on Relaxation, Flexibility, and the Severity of Delayed Onset Muscle Soreness" (Auckland University of Technology, New Zealand): $19,994
- M. K. Knollmeyer, "The Effects of Chair Massage on Stress Perception of Hospital Bedside Nurses" (College of Nursing and Health Professions, University of North Carolina at Charlotte): $3,900

The foundation would like to thank the donors who sponsor our mission of advancing the knowledge and practice of massage therapy by supporting scientific research, education and community service.

Take Action!

If you are interested in learning more about the AMTA Foundation's Granting Program, or if you would like information about how to apply for a grant, visit our Web site at: www.amtafoundation.org, or call 847-869-5019.

Calendar

2003

January 20-21
COMTA Accreditation Workshop
Clearwater Beach, Florida
Contact: 847-869-5039

January 21-25
AMTA Council of Schools Annual Meeting
Clearwater Beach, Florida
Contact: 847-864-0123, ext. 150

February 7-9
AMTA Board of Directors Meeting
Chicago, Illinois

March 27-30
New England Regional Conference
Boxborough, Massachusetts
Contact: 401-233-8108

May 16-17
AMTA Board of Directors Meeting
Teton Village, Wyoming

May 17-20
AMTA 2003 Specialty Retreat
Teton Village, Wyoming
Contact: 847-864-0123, ext. 143

Education Events

Specialty Retreat Convenes In Beautiful Teton Region

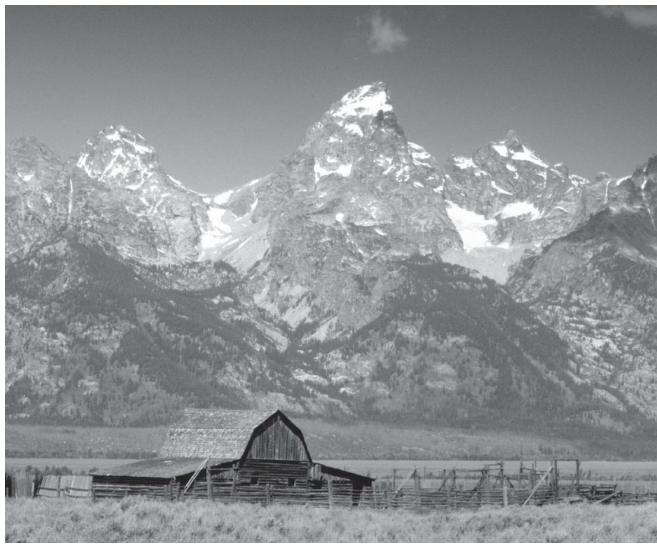
Picture it. You are surrounded by beautiful mountains and landscape—the perfect backdrop for one of the most picturesque lodges you'll ever visit. You have access to a spa that embodies the healing properties and serene feelings found outdoors—a natural sanctuary. You have just imagined the scene for the AMTA 2003 Specialty Retreat, which will be held May 17-20, 2003, at the Snake River Lodge & Spa in Teton Village, Wyoming.

The focus of the Specialty Retreat is to provide education that focuses on improved self-care for the massage therapist in a relaxed resort environment. The goal: If you learn to take good care of yourself, you can better care for your clients.

At the retreat, Marian Wolfe Dixon will explore movement in massage, synthesizing understanding from yoga, dance, massage and relaxation techniques to improve body mechanics for bodyworkers. Judith Prager (MA) will teach simple body awareness techniques and exercises to release tension created from your daily movement patterns and emotional stress. Connie Miller will guide you through the practice of chakra yoga to purify and restore physical energy, focus your mind, balance your emotions and connect with your spirit and inner self.

Nestled at the base of the majestic Teton Mountains of Jackson Hole, the Snake River Lodge & Spa was designed to complement the natural beauty of the area, connecting you with the landscape through every detail in its design. The resort is located just one mile from the southwest entrance to Grand Teton National Park, and 60 miles from Yellowstone National Park.

In the spring, the valley awakens to longer days, melting snow fills the creeks, and plants and wildlife take advantage of the beginnings of Jackson's spectacular warm season. Hiking and biking trails entice visitors into meadows of wildflowers.



Take Action!

Come rejuvenate your mind, body and spirit. Relax and enjoy the beautiful natural surroundings. Learn new ideas to help yourself and your clients. Look for registration information in early 2003 on the Web site or in the AMTA *2003 Learning Pages*, and prepare to be revitalized by the experience. For more information, call 847-864-0123, ext. 143.

Upcoming Deadlines

January 1, 2003 — *March/April 2003 Issue*
March 3, 2003 — *May/June 2003 Issue*

Hands On welcomes contributions from all AMTA members. All submissions must include a legible signature and phone number, and may be edited for space and clarification. *Hands On* does not accept advertisements. Address all correspondence to:

EDITOR: *Hands On*, 820 Davis Street, Suite 100, Evanston, Illinois 60201-4464

Phone: 847-864-0123, ext. 144 • Fax: 847-864-1178

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